

1 of 2

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

BERKELEY FOR SENATE -30S ADD SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	-----	---	---	-----	-----
	1	M	6A-7A	NEWS	:30	\$700.00	07/30-08/06	1	2	2	\$1,400.00	
		Buyline Comment: NEWS										
	2	TU-W,F	7A-9A		:30	\$1,400.00	07/31-08/03	3	1	3	\$4,200.00	
		Buyline Comment: TODAY										
	3	M	7A-9A		:30	\$1,400.00	08/06-08/06	1	1	1	\$1,400.00	
		Buyline Comment: TODAY										
	4	M	5P-630P	NEWS	:30	\$1,000.00	08/06-08/06	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										
	5	M-F	5P-630P	NEWS	:30	\$1,000.00	07/30-08/03	5	1	5	\$5,000.00	
		Buyline Comment: NEWS										
	6	M-F	630P-7P		:30	\$1,100.00	07/30-08/03	5	1	5	\$5,500.00	
		Buyline Comment: JEP										
	7	M	630P-7P		:30	\$1,100.00	08/06-08/06	1	1	1	\$1,100.00	
		Buyline Comment: JEP										
	8	M	12A-1230A	NEWS	:30	\$1,000.00	08/06-08/06	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										
	9	M-F	12A-1230A	NEWS	:30	\$1,000.00	07/30-08/03	5	1	5	\$5,000.00	
		Buyline Comment: NEWS										
	10	SA	7A-9A		:30	\$625.00	08/04-08/04	1	1	1	\$625.00	
		Buyline Comment: SAT TODAY										

Station KSNV-TV LAS VEGAS, NV.	Agency () SHORR,JOHNSON,MAGNUS	Rep Firm
Advertiser () BERKELEY FOR SENATE	1831 CHESTNUT ST. #602	Sales Office () PHILADELPHIA
Product BERKELEY FOR SENATE	PHILADELPHIA, PA 19103	Salesperson () AMY MCCREARY
Estimate# 30S	Agency C/P1/P2/E //30S	
Buyer MICHAEL DIETTORRE	Flight Dates 07/30/2012 - 08/06/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

---REPORT TOTALS---
 Report Totals: 25 / \$26,225.00

---SALES MONTHLY TOTALS---
 Aug 12: 25 / \$26,225.00
 Sales Totals: 25 / \$26,225.00
 Station Totals: 25 / \$26,225.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$72,847	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	36%
		KTNV	15%	KTUD	1%	KVCW	2%	KVMY	1%	KVVU	15%
		XXXX	0%								

---COMPETITIVE COMMENTS---
 NEW ORDER
 EST SHARES
 Books JUL12
 Demos RA35+